

Appendix B - Beddington Park Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

Option 1

Strengths	Weaknesses
<p>Ensures a parking management solution is in place.</p> <p>Minimal capital and revenue expenditure.</p> <p>Risk is taken on by the provider for the provision of the service.</p>	<p>Contract would present a more significant financial risk for providers. No guarantee that companies will bid.</p> <p>Education of park users is more reliant on signage, and utilising existing communication channels open to the Council.</p> <p>All income to run the service is generated through enforcement, and reliant on increasing level of the fines for environmental crimes.</p> <p>No solution for toilets</p>
Opportunities	Threats
<p>The majority of any profit share that may be offered to the authority can be reinvested back into the park.</p> <p>Targeting of resources in the peak season.</p>	<p>Park still regarded as a place where BBQs are permitted.</p> <p>Area outside cricket club may still be used for parking.</p> <p>Weather conditions will impact on revenues and potential profit share</p> <p>Impact out of peak season may increase.</p> <p>Objections may be received to increasing the level of fines and the introduction of the PSPO.</p>

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Option 2

Strengths	Weaknesses
<p>Ranger/Warden service patrolling the park during peak season.</p> <p>Ensures a solution is in for parking management and BBQs.</p> <p>Removes demand on existing BBQs and associated parking by limiting number of users.</p> <p>Removes any ambiguity around parking outside the cricket club.</p> <p>Diverting peak 'bank holiday' traffic to overflow car parks.</p> <p>Does not require legislative and fine level changes.</p> <p>Risk is taken on by the provider for the provision of the service.</p>	<p>Contract does present a more significant financial risk for providers. No guarantee that companies will bid.</p> <p>Significant proportion of revenues to run the service is generated through enforcement, and reliant on increasing level of the fines for environmental crimes.</p> <p>Would require a profit share element modelled at around 80% in favour of the authority.</p>
Opportunities	Threats
<p>Scope to increase hours of bookings and revenues for BBQs.</p> <p>Any profit share that may be offered to the authority can be reinvested back into the services.</p> <p>Target resources including rangers in peak season and at later times.</p>	<p>Weather conditions will impact on revenues and potential profit share.</p> <p>Impact out of peak season may increase.</p> <p>Toilet provision may not be used because of charge.</p>

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Option 3

Strengths	Weaknesses
<p>Ranger/Warden service patrolling the park during peak season increasing opportunity for awareness raising.</p> <p>Removes demand on BBQs and associated parking by limiting number of users.</p> <p>Party groups will be diverted to other locations in the park, where more parking is available.</p> <p>Diverting peak 'bank holiday' traffic to overflow car parks.</p> <p>Provides a more attractive proposition to the market</p> <p>Risk is taken on by the provider for the provision of the service.</p>	<p>Larger capital and revenues expenditures.</p> <p>Significant proportion of revenues to run the service is generated through enforcement, and reliant on increasing level of the fines for environmental crimes.</p>
Opportunities	Threats
<p>Scope to increase hours of bookings, and revenues for BBQs.</p> <p>Profit share may be offered to the authority can be reinvested back into the park.</p> <p>Any profit share that may be offered to the authority can be reinvested back into the services.</p> <p>Target resources including rangers in peak season and at later times.</p>	<p>Weather conditions will impact on revenues and potential profit share.</p> <p>Impact out of peak season may increase.</p> <p>Objections may be received to increasing the level of fines and the introduction of the PSPO.</p> <p>Introducing parking charges may mean congestion increases in and around the perimeter of the park.</p>

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Option 4

Strengths	Weaknesses
<p>Ranger/Warden service patrolling the park during peak season increasing opportunity for awareness raising.</p> <p>Removes demand on existing BBQs by only allowing cook and go options.</p> <p>Party groups will be diverted to other locations in the park, where more parking is available.</p> <p>Diverting peak 'bank holiday' traffic to overflow car parks without charge.</p> <p>Risk is taken on by the provider for the provision of the service.</p>	<p>Option does not present clear profit margins with risk that service costs may not be covered.</p> <p>Larger capital and revenues expenditures.</p> <p>Significant proportion of revenues to run the service is generated through enforcement, and reliant on increasing level of the fines for environmental crimes.</p>
Opportunities	Threats
<p>Scope to increase hours of bookings, and revenues for BBQs.</p> <p>Target resources including Rangers in peak season and at later times.</p>	<p>Weather conditions will impact on revenues and potential profit share.</p> <p>Impact out of peak season may increase.</p> <p>Objections may be received to increasing the level of fines and the introduction of the PSPO.</p> <p>Toilet provision may not be used because of charge.</p> <p>Introducing parking charges may mean congestion increases in and around the perimeter of the park.</p>